From: AREIMAN --VCH0021A Date and time 04/09/92 16:55:18
To: LPOLLAK --VUS0212A Lee Pollak

From: Andre Reiman
Subject: Duty-Free Labeling

Just to follow up briefly on last week's CECCM Board meeting, at which the subject of duty-free labeling was discussed. Hugh got the following report from Mike Horst.

Apparently, RJR came out the way we did; that is, EEC English-language. BAT, on the other hand, seemed to be leaning now to domestic warnings, in part on the theory that it may be easier and cheaper to implement. The others were bitching about having to do any warnings at all, but indicating that, if they did anything, they would follow the local regimes.

In light of the assertion that, contrary to what we have thought, it may be easier to do domestic warnings, Hugh is double checking the operational aspects. That will allow us to make a better judgment on whether we should try to turn BAT around.

Will keep you posted.

Andy

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